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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. IX.

NEW YORK, DECEMBER 13, 1893.

NO. 24.

IS there one American newspaper which tells the truth about its circulation?

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## The San Francisco Examiner

Daily, 64,712; Sunday, 75,020; Weekly, 78,520.

W. R. HEARST, Proprietor.

W. J. RITCHIE, Eastern Agent, 186 World Building, New York.

AND its circulation equals all other San Francisco morning papers combined.

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# The Man

who took his pail and sat down in the middle of the field on a rock and waited for the cow to back up to be milked was first cousin to the fellow who would not advertise in the Atlantic Coast Lists, but expected the country people to fall over each other in their eagerness to buy his goods because his advertisement appeared in the City Dailies.

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1400 local country papers. They reach weekly one-sixth of all the readers of the United States outside of large cities.

One order, one electrotype does it.

Catalogue free.

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... Atlantic Coast Lists ...

134 LEONARD ST., NEW YORK.



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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

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NEW YORK, DECEMBER 13, 1893.

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## FIRST PRINCIPLES IN ADVERTISING.

By John Irving Romer.

(An address delivered before the University of Pennsylvania, School of Journalism, Tuesday, Dec. 5.)

GENTLEMEN OF THE UNIVERSITY OF PENNSYLVANIA—It is eminently proper for a class in journalism to devote some time to the consideration of the subject of advertising. It is a trite saying that without its advertising patronage the newspaper of to-day would be impossible. How much of an impossibility few of us, perhaps, realize. At least two-thirds of the income of the average newspaper is derived from advertising, and in many cases the proportion is much larger. It is true that there is not much sympathy existing between the "upstairs" and "downstairs" factions, as the editorial and business departments are respectively known. The members of the editorial staff are inclined to take the view that to them alone belongs the credit for the success of the paper, while the advertising manager smiles pityingly as he reflects that were it not for *his* vigilance the reporters might in vain present their bills at the cashier's window. In reality, these two departments are supplemental to each other, and the smooth working together of each is essential to the greatest degree of success.

The editorial and business departments are radically different fields of endeavor. It is rare that a man is found who can shine equally well in either branch. There are some notable exceptions that prove the rule. Mr. Laffan, publisher of the New York *Sun*, first became connected with the paper on its editorial side, and even to-day ranks as an art critic of much ability. Mr. George F. Spinney was for several years a brilliant Albany correspondent for the New York *Times*, but he now acts with equal success as the head of its business

management. Cases where such changes have resulted in failure are more frequent, however. It takes a many-sided man to discharge successfully the duties of such widely differing positions. A good writer is ordinarily anything but a good business man, and it is the business faculty that comes into play on the downstairs end of a newspaper. I take it that the majority of the students in the course of journalism at the University of Pennsylvania have in mind entering the field of editorial endeavor, but a knowledge of what is going on in the business department, and the channels through which the great proportion of a newspaper's income is derived, will never come amiss.

In the smaller newspaper offices the positions of business manager, editor, and even printer, are often combined. But with the larger papers pains are taken to keep the departments distinct.

The value of a newspaper to an advertiser is primarily and principally its circulation. No matter how brilliant its editorials or how excellent its news service, if a journal has not succeeded in establishing its circulation on a firm basis, the advertiser has no use for it. He is paying for the privilege of addressing the audience that the editorial staff has gathered together. Here lies the great difficulty in establishing a new paper. Until it has been in existence long enough to have attained a certain prestige, the advertiser fights shy of it. It has been said that the advertising patronage is the last to come to a paper, and the last to leave it. The advertiser knows that a good paper must be published for a long time before it can be said to have acquired a steady clientage. When that event comes to pass he will want to use it, but not *until* then. Many newspapers starting out with bright prospects prove failures. The distinguished publisher of the Chicago *Herald*, and president of the American Newspaper Publishers' Association,

Jas. W. Scott, who has himself worked up from the ranks, recently made the statement that the majority of newspapers in the country are to-day being conducted at a financial loss. The trouble is that there are too many newspapers for the population. In the United States to-day there are over 20,000 newspapers of different kinds being regularly issued. Great Britain has only 2,272. We Americans are a great nation of talkers, and like to air our opinions publicly. Some of us are even willing to pay for the privilege, as the great number of unprofitable newspapers bear witness.

Many inexperienced men, in contemplating the launching of a new paper, count confidently upon the receipt of a large sum from advertising. But when the advertiser is approached he is found to be a cool, careful man of business, who utterly fails to enthuse over brilliant prospects, and who has at his command an infinite number of excuses for not complying with the request of the embryo publisher. Statistics show that about one-tenth of the total number of papers in the country expire every year. I well remember the effect made upon me by the publisher of a certain daily supposed to be pretty successful when he stated that if he could only get his capital out of the newspaper business he would seek some other field of employment. Yet it cannot be denied that some new papers *do* turn out to be successful, and when they once commence to make money they make it fast. Yet the proportion of New York *Heralds*, Philadelphia *Ledgers*, Washington *Stars*, Boston *Globes*, Brooklyn *Eagles* and San Francisco *Examiners* is exceedingly small.

How much money is spent annually in newspaper advertising? Probably any estimate less than two hundred millions of dollars would fall short of the facts. Some single firms have spent as much as half a million in a year. To put out such enormous sums requires a large machinery in and out of the advertisers' offices, and the business (or the art, as you may choose to consider it) commands the services of men of a high order of ability.

"Advertising men" is a pretty broad expression, and really includes three distinct classes: First, advertisers and their employees; second, advertising agents; third, solicitors, or the employees of the publishers. To

obtain a correct idea of the functions of these three classes let us consider each in succession. First, I will invite you to accompany me to the office of a typical advertiser and note what is taking place there. No better example for our purpose could be chosen than the Royal Baking Powder Co., which is the largest dispenser of advertising in the world. Upon entering the advertising department you find yourself in a large room where are some twenty clerks seated at desks. They have nothing to do with any branch of the business except newspaper advertising. They are checking clerks, bookkeepers and correspondence clerks. The checking clerk's business is to keep track of the appearance of the advertisement in each issue of the different papers, so that when the bill comes to be paid the cashier may know that the work has been properly done. When it is considered that the advertisements of this concern appear in 14,000 papers, it will be seen that this in itself is no small task. In the center of the room on flat tables are piles of papers opened out at full width for the convenience of the checkers. A mezzanine floor runs about the room, on which are large pigeon-holes extending to the ceiling. Here are filed the papers—each journal in a compartment by itself, the different issues being preserved for a considerable length of time, so that if a dispute arises about a contract the paper in question may be referred to at a moment's notice. This work is done by boys, who also attend to opening the mail bags and sorting out the papers.

There is also an electrotype room, for all advertisements sent out by large advertisers go in the form of metal blocks ready for printing. This is done in order to insure good display, since many newspaper printing offices have not the facilities to set handsome and attractive advertisements. As the Royal Baking Powder Co. uses a variety of pattern advertisements, it is no small task to have charge of the electrotype room and attend to the various shipments.

But if you are a publisher in search of an order for your paper all these details do not interest you. You want to see the advertising manager. The office boy takes your card and asks you to take a seat in a row of chairs, where the chances are you will

find a number of other men come on a similar errand and waiting for an interview. Of course, one man cannot attend to all this business of seeing solicitors, so the advertising manager has two assistants, one of whom it is likely you will meet, instead of the august head of the department. These gentlemen have become experts in judging newspapers. Circulation is their hobby and skepticism a part of their stock in trade. They judge of the size of an edition by certain earmarks which would never occur to the inexperienced. For instance, that handsome and expensive cover you have been so proud of will indicate to him right at the start that the edition is small. He knows that no paper printing a great many copies could afford to put so much money into its cover. The ease with which they can offer \$1 for \$10 worth of newspaper space is in itself an art.

The advertiser must have a much broader knowledge of newspapers than even newspaper men themselves. While the average working journalist may have a pretty correct idea of the newspapers of his own town, he has only the most hazy notion of the newspapers of distant cities. The advertiser, on the other hand, must know his San Francisco and New York equally well. When one considers the number of newspapers published in this country, it will be readily seen that the task of keeping in touch with these myriad mediums is a mammoth one.

Advertising agents (sometimes called "general" agents, to distinguish them from the "special" agents or solicitors) are the middlemen of the advertising business. You can get a correct idea of the sort of work they perform by imagining the case of a man living in Boston, who has a certain piece of property to dispose of which he has reason to believe will find a market in Omaha quicker than elsewhere. But as he is ignorant of the comparative merits of the papers published in Omaha (perhaps he does not even know their names), he calls in the service of the agent, who is a master of such information. The agent takes the copy of the advertisement, has it put in type, sends a proof and order to each of the Omaha papers which, upon his advice, it has been agreed to use. He sees that the advertisement appears in the papers properly, and that every con-

cession in the way of special discounts is obtained. For all this service the advertiser pays nothing. He is only asked to pay the paper's regular rates. The agent gets his remuneration in the form of a commission (varying from 10 to 25 per cent, with different papers), which is allowed him by the publisher for obtaining the business. A very few papers, including the *Philadelphia Ledger* and *Baltimore Sun*, will not allow this commission, and as a result the agents lose money on every order sent these papers. The agency with which I am most familiar (the Geo. P. Rowell Advertising Company, of New York) has a system of filing papers similar to that of the Royal Baking Powder Co., but on a larger scale, as they attempt not merely to file those newspapers with which they have dealings, but every newspaper in the country. The postmaster of New York City has stated that this concern receives the largest mail of any firm in New York. On Monday mornings there are received about a dozen mail bags full of papers. Another important branch of this agency is its schedule of rates. The advertising rates of every newspaper in the United States and Canada are kept on file, and so arranged that they can be referred to at a moment's notice. It is also an important part of the agent's business to assist the advertiser in the preparation of his advertisement. Many an agent has taken a large order for advertising simply by getting up a bright and attractive series of advertisements and submitting them. The perfection of work, as accomplished by an agent, was well illustrated in the work done recently for Kirk's Soap in Chicago, by Lord & Thomas. The soap firm took a double-column space in all the morning papers, and decided to change their ad every day, the principal feature to be a cartoon on some current event. By deft handling this would be made to apply in some way to soap. To carry out this idea successfully it was, of course, necessary that the picture should illustrate some event fresh in the public mind. The advertising manager would therefore obtain early copies of the afternoon papers, pick out some topic of news and draw up a scheme for an advertisement. He would then call at the office of the agent and turn his idea over to an artist regularly employed for such work. The agency also operates a

photo-engraving plant, so as soon as the artist had finished his drawing, work would be begun under the same roof of making a plate. There would have to be several electrotypes, one for each paper. In the meantime the reading matter to go with the picture would be written and set up in the little printing office, also owned by the agency. Such was the expediency with which all this work was done that an idea conceived at three o'clock in the afternoon would appear properly illustrated and displayed in the next morning's papers. Thus we see the advertiser is even beginning to compete in enterprise with the editorial end of a newspaper.

Another late development of enterprise as applied to advertising by general agents is telegraphic advertising. Several agencies have established special departments for the conduct of this sort of business. The idea is to have a little advertisement appear among news matter just as though it were a regular press dispatch. Of course, a previous arrangement must be made with the papers to secure the insertion of such items, and high prices are charged. Yet many advertisers seem to value specially this little deception on the reading public, and a considerable business of this kind has been done. Many of the dispatches that have appeared in leading papers announcing awards at the World's Fair have been of this character, and the publishers have been paid for the announcement at so much per line.

The third class of advertising men, the solicitors or publishers' agents, are continually doing missionary work. They have a double duty: they must educate business men up to the value of advertising in general, and of their own papers in particular. Every paper has a number of canvassers going about in the local district, while the principal dailies through the country all have special representatives in New York, the center of the advertising business. Some of these men earn incomes far larger than those paid any salaried editor. It must not be supposed that their work, that of drumming up business, does not require ability, or that the chief qualifications are cheek and persistency. To succeed as a solicitor it is not necessary merely to have a certain amount of confidence in one's self, but one must possess a large amount of tact and business ability. Those who succeed best at coaxing the elusive

ad from the man of business are shrewd judges of human nature and are masters of the art of ingratiating themselves into the good graces of prospective customers. Business men are sometimes slow to realize the advantages of a judicious use of printers' ink, and the solicitor performs a useful office in awaking him to the facts.

A distinguished editor, in addressing a college audience recently, spoke of journalism as "a comparatively new profession." As advertising is an outgrowth of this "new profession," it is not a matter to be wondered at that it is still in a crude condition. Some of the advertisements put out by leading houses are ungrammatical, and where poetry is attempted (and the advertising beginner has a fondness for poetry) it is usually extremely bad.

A comparatively new field of endeavor for newspaper men, and one which they are very far from considering beneath their dignity, is the writing of advertisements. A conspicuous example is to be observed right here in Philadelphia in the person of Mr. M. M. Gillam (formerly of the *Record*) whose advertisements in the interests of the store of John Wanamaker are read and admired by the advertising world throughout the country. His salary, said to be in the neighborhood of \$10,000, is eloquent evidence of the high esteem in which brilliant writing, combined with sound business sense, is esteemed in the commercial world. The field for this sort of work has extended enormously of late, encouraged, no doubt, by the numerous "journals for advertisers," which treat of the preparation of copy and advocate the most painstaking care in the arrangement of advertisements. Frequently the question is raised whether there is a chance for new men in this field. To such the only answer is, what can you do? If you can do only what has been done you are not wanted. But if you have originality, combined with business acumen, the chances are that there is some man looking for you. How shall you know whether you possess these qualities?

Study the papers. Look over the advertising columns, and reflect upon the immense sums of money that are being spent to secure the publication of a certain combination of words. That advertisement of Pears' Soap, of Scott's Emulsion, of Hood's Sarsaparilla—perhaps there does not seem to you to

be much in it, but can you improve upon it? If you can, there is an opening for you in the advertising world to-day. Those advertisements, before they have been allowed to go out, have been made the subject of much thought and criticism. "What will be their effect upon the public—will they sell my goods?" is the advertiser's one thought. He is not putting out his money at hap-hazard or for the sake of personal notoriety. No matter how great may be the literary merit of an advertisement, if it does not *sell goods* it is valueless in the eye of the man of business. It may not have taken a high order of ability to create such phrases as "You press the button, we do the rest," or "Good morning, have you used Pears' Soap?" or "See that hump?" yet thousands upon thousands of dollars have been spent in bringing these and other catch-lines to the notice of the public, and the advertisers have found that it paid.

For a science whose real development is of such comparatively recent origin, advertising has a surprising perspective. If we place the broadest construction upon the term, we may look in vain among ancient historical records for the first advertisement. When it became necessary for a tribe or nation to convey a certain piece of information to all of its members, the natural means was the posting in a prominent place of an inscription. Thus the prototype of our modern sign-board came into existence with the very dawn of civilization. It is known that in the first days of the children of Israel the utterances of kings and prophets were conveyed to the people through the medium of primitive signs. But the real significance of the word "advertisement" has come to be the use of publicity for business purposes—for the purpose of inducing trade. Adopting this meaning, the earliest advertisements were symbols hung outside the doors of shops. In Rome, a *saw* so placed indicated the carpenter, a *bushel measure* the baker, and a branch of *ivy* (sacred to Bacchus) marked the tavern. From this latter form of advertisement we have our proverb, "Good wine needs no bush." The use of written characters in advertising for trade dates back at least twenty centuries. The excavations at Pompeii have brought to light a sign at a street corner which, being translated, reads: "Visit the inn of

Lianus, turn to the right." The custom of advertising for lost articles also obtained then. Another inscription unearthed in the buried city reads: "A wine-jar is lost from the inn. If any one bring it back there shall be given to him 65 sesterces; if any one bring the thief who took it, double the sum will be given." That the wine shop should have figured so conspicuously in the early history of advertising, we may remark in passing, is more of a reflection upon the people of those times than it is a discredit to the art of publicity. In fact, in no form of literature are the vices and virtues and customs of different eras more vividly portrayed than in advertisements. Photograph the shops of a nation and you have a correct idea of its methods of living. What does this so well as an advertisement? It is the unedited voice of the people.

As to the first newspaper advertisement, there is a difference of opinion. Some credit it to the ancient paper, the *Mercurius Politicus*, while others claim that a certain old journal, supposed to have been printed in 1591, and on file in the British Museum, deserves the honor. One of these pioneer advertisements is curious enough to quote. It reads thus:

That excellent and by all physicians approved Chinese drink called by the Chinese Toha, by other nations Tay, alias Te, is sold at the Sultane's Head Coffee House in Sweeting's Rents, by the Royal Exchange, London.

Another early form of advertising was the bell man or town crier, which still exists in some old New England towns. But I must not linger longer over the ancient history of my subject. Those who are interested will find the "History of Advertising," by Henry Sampson, published in London, a curious work well worth perusal.

I have been asked to say something on the "proper basis of advertising rates." The problem of making up a fair rate schedule is one of the most difficult that confronts the publisher of a new paper. He must establish a rate which will insure him a fair income and yet not be regarded by the advertiser as extortionate. As I have already intimated, circulation is the only true basis for advertising. Yet character of circulation is always taken more or less into account. Half a cent per line per thousand circulation for dailies, and a cent per line per thousand circulation for weeklies,

is often spoken of as a fair price. But many contracts are placed on a lower basis. Agate type forms the usual basis of measurement for advertising space. There are fourteen agate lines to the inch. Some papers, including the monthly magazines, use nonpareil type as the standard. Nonpareil is the next largest size to agate, measuring twelve lines to the inch.

A page one time in the *Century Magazine* costs \$250. *Harper's* is the same, while *Scribner's* receives \$200. The *Cosmopolitan*, which has greatly increased its circulation since its reduction in price, now asks the highest of all magazines, \$300 a page. Daily newspapers do not receive so high a price for advertising as the great periodicals. They have varying scales of rates, according to the class of advertising, and the most expert estimate clerk cannot begin to carry them all in his head. For example, here are some of the prices charged by the *New York World*: For general advertising, 30 cents a line on inside pages; last page, 35 cents a line; under head of amusements, 45 cents daily and 50 cents Sunday; auction sales cost to announce only 15 cents daily and 20 cents Sunday; employment and board agencies pay the highest daily rate of \$1.00 a line. Death notices cost 25 cents a line, but medical advertisements must pay 60 cents a line, from which we may infer that it is considerably cheaper to die than to live. Bankers' advertisements are taken at 35 cents a line, while clairvoyants must pay nearly double. Whatever may be the basis of this sliding scale, it would certainly not appear to be arranged according to the ability of the parties in question to pay the stipulated price. There are no less than 74 classifications in the *New York World* alone. Extra prices are also charged for display, preferred positions, reading notices and other choice advertising dainties. It will be seen, therefore, that it requires an expert to deal intelligently with this matter of advertising rates.

Another point that I am asked to say something about is, how a publisher can win and hold advertisers. The way to do is to win and hold your readers. Advertising follows circulation. Occasionally a publisher that has not yet acquired circulation will be able, by dint of much persistency, to force advertising, but it is at best a feeble growth, and is likely to fall

away suddenly and leave the publisher high and dry. The advertiser is shrewd, and although he may be fooled at first, he will in the end find out the facts about an underserving paper. The best way is for a publisher to base his advertising rates on his actual circulation, and then make a plain, honest statement of the number he prints. It is important for him to see that his paper is properly rated in the leading newspaper directories, for these books of reference are much used by advertisers. The home advertisers should be cultivated by a publisher, rather than the foreign or general advertisers.

Although the character of a medium has considerable weight with advertisers, it must not be supposed that the journal having a constituency of the highest social class is always able to command the highest price. The one paper in the United States which asks and is able to command the highest price for its advertising space is rarely seen in the large cities, and I dare say few if any of this audience are even familiar with its name. This paper is called *Comfort*, and is published at Augusta, Maine. Its reading matter is not of a high literary order, and its circulation is confined entirely to the country districts. Yet space in this paper costs the almost phenomenal price of \$5 a line. Other papers of similar character and large circulation issue from the same town, notably those issuing from the publishing house of the late E. C. Allen. Space in Allen's Lists (as this aggregation of story papers is known to advertisers) costs \$5.20 a line. From these top rates prices for advertising space run down to a very low ebb indeed in some of the country papers. For a column for a year in country weeklies of about 500 circulation, \$100 is an ordinary price, yet cases have been known where a column advertisement has been inserted for a whole year for no more than \$15. This whole matter of advertising rates is to-day in a very confused condition, and the number of papers that actually conduct their business on the one-price system may almost be counted on the fingers of your two hands. If publishers would only fix upon a fair price for their space and then stick to it (as is done in all first-class stores nowadays) the advertising business would be greatly simplified. But the trouble is that the publisher is constantly tempted to



allow discounts rather than lose an important order. He figures that it will not cost any more to publish a certain advertisement than it will to insert reading matter—in fact, not so much. He calculates, therefore, that whatever he gets for the ad will be so much clear gain. There is something peculiar about newspaper space, a respect in which it differs materially from drugs, dry goods or building lots. Space in a newspaper that has once gone to press is valueless. Absolutely nothing can be realized for it. It must be sold to-day or not at all. It cannot be laid away on a shelf until a customer is found at a fair price. While these conditions continue to exist, and while the ability of an advertising manager is gauged by his success in breaking rates, the present sliding system of rates will probably prevail.

Luckily, we have not yet come to consider business as degrading in this country. The leisure class, as it exists abroad, which would be ashamed to acknowledge any regular employment, has not succeeded in gaining a foothold here. Even our society men are men of affairs. As advertising is only a branch of business, there would seem to be no reason for the contemptuous tone which is sometimes taken towards advertising by persons who are not themselves above earning their living by an honorable and legitimate means. Of course, methods are sometimes employed that cannot be indorsed any more than those of the charlatans that creep into the medical profession, or the sensation mongers that occasionally find their way into the pulpit. The defacement of natural scenery that at one time threatened to bring advertising into disrepute has been generally abandoned. Every man in business is more or less of an advertiser. The sign outside of his door, the impression on his letter head, the "drummers" on the road, are all advertising him. Why should he look with disdain on the highest type of all—newspaper advertising? I will not attempt to question here the good judgment of the doctors and lawyers, whose code of ethics prohibits advertising, which position results in leaving for the most part to quacks and impostors this important means of reaching the public.

Mr. Edward Bellamy, in "Looking Backward," reflects upon advertising

as an economic waste. Perhaps when his ideal state of society shall have come into existence this criticism will be deserved, but at present the advertisement sustains as important economic relation as any other link in the social chain. Consider the case of the grocer who has on hand a larger quantity of perishable goods than he can dispose of in the ordinary way. He invokes the aid of the advertisement, and sells them before they have had a chance to spoil; or the case of the property owner, who wishes to dispose of his suburban home. The ordinary method of selling it would be to place it in the hands of a real estate agent, who would charge a commission of  $2\frac{1}{2}$  per cent, which, on a \$10,000 house, would amount to \$250. But supposing, instead, it is advertised in the public press. The first, the second or the third advertisement may not sell it, but supposing that the twentieth announcement brings him a customer, at an average cost of \$1.00 per advertisement, he has paid out only \$20.00, or saved a clear \$230 by the employment of printers' ink instead of a middleman. In the present condition of society the economic uses of advertising appear to be too clear to admit of question.

Advertising is at best an uncertain science. The man who pretends to know all about it is looked upon with suspicion, like the quack doctor who guarantees a cure. Even the advertiser of long experience is obliged to admit that, in deviating from beaten paths, he is experimenting, and cannot hope to predict with any certainty the result. These conditions are all in favor of young blood and new ideas. Dr. Johnson, years ago, when there was but a handful of advertisements in the papers, thought that the acme of advertising enterprise had been reached.

The advertisements of fifty years hence will probably show a wonderful improvement on those of to-day. The coming generation will bring to the task new ideas, greater enterprise and a broader conception of the possibilities of advertising. And it is certainly reasonable to suppose that the young men who come into the fields with a clear idea of the duties they are about to undertake, and with a training specially designed to fit them for their life-work (such as the university now affords) will be the leaders of the new school.

## SOME PHILADELPHIA NOTES.

*By Edward Hurst Brown.*

An advertisement in the street cars which must appeal forcibly to every man who has ever broken his finger nails in a vain attempt to button a refractory collar, starched to a cast-iron stiffness, is the following :

Give the Recording Angel a Rest.  
Have your collars laundried with the new  
ANTI-SWEAR BUTTON HOLES.  
No extra charge. Send us a postal.  
BRIGHTON LAUNDRY.

The man who thought of that bright idea—it must have been a man, for what woman ever was tempted to swear over a refractory collar button—deserves success in his undertaking.

One of our leading bakers has placed a sheaf of wheat in his window, tied with a blue ribbon. The artistic effect is delightful, and its flavor of Thanksgiving makes it much more noticeable and attractive than any pile of bread or biscuit, however picturesquely placed.

The latest effort of the Bergner & Engel Brewing Company, who have been doing some very bright and sparkling advertising in the street cars is this :

How do you pronounce  
T-a-n-n-h-a-e-u-e-r,  
The best brewed ? ”

While the idea is not perhaps entirely new, having originated in a somewhat similar phrase put forth by the Castoria people, it is still sufficiently clever to merit attention.

The *Inquirer* has been doing some very enterprising work to increase its circulation by means of coupons, seven consecutive numbers of which may be exchanged, on payment of an additional sum of ten cents, for a book of half-tone engravings of views of foreign places from photographs by Stoddard. A new portfolio, of about a dozen views, is issued every week, and so great has the demand for these become that it has been found necessary to install the coupon department in a big Market street store. It is really remarkable to see how the people crowd there to get the latest book—almost as eagerly as women flock to a bargain counter. Not only is this increasing the circulation of this enterprising paper, but it must be netting them a fair profit as well upon the books.

An Eighth street confectioner calls attention to his wares by a window

display of ladies' hats and bonnets of the latest fashion, ingeniously made out of various colored taffies. This kind of millinery is far sweeter than the bill which always follows "sweet bonnets" made of more orthodox materials. I speak from experience. Another candy store advertises "misfit caramels."

Although not, strictly speaking, having anything to do with advertising, there is a certain grim humor in the juxtaposition of two signs at the entrance to the upper floors of one of our Chestnut street buildings. The upper one reads "Coroner's Office," with a hand pointing up the stairs. Just below it, in bold letters, may be read : "Danger ! Look out for the elevator."

## A NEW MEMORANDUM BILL.

*By A. S. Prall.*

(New York Recorder).

While in conversation with a friend in the publication office of a large daily newspaper, a representative of one of our leading magazines entered the office to straighten out a memorandum bill tangle. It seems the "memo" bills and monthly statement were at variance.

The incident caused considerable trouble before it was finally settled.

Listening to the wrangle, conscious of the unfortunate position the bookkeeper had placed the newspaper in, and knowing Mr. Advertiser like a book, I was convinced that the newspaper would not profit by the transaction. The idea of a new "memo" bill suggested itself—one that would help both advertiser and newspaper, and if properly used would end all difficulties. Here it is :

DEAR SIR :

The advertisement herewith appeared in ..... and occupied .....  
agate lines, on ..... 189, for which  
we have charged your account \$.....

KINDLY FILE FOR FUTURE REFERENCE.

(Advertisement Pasted Here).

While this method would involve a little extra work in the bookkeeping department, it would, in the end, make less.

The bookkeeper could make his charge and see that it was correct, and the advertiser when receiving his "memo" bill could check it easily because of the advertisement being attached. He would not then be obliged to wade through a mass of newspapers

to find, perhaps, an error dating back a week or more. If the newspapers would not use this system, possibly it would be a profitable investment on the part of advertising firms and agents. It would not cost much to keep the newspapers supplied with bill-heads and insist on having them used—every bill could be checked and filed, making every date and advertisement used by each newspaper accessible.

Perhaps this form could be used by advertising agents:

**GEORGE P. ROWELL ADV'T'G. CO.**

To ..... Dr.

The advertisement herewith appeared in ..... of ..... 189, and occupied .....agate lines, for which we have charged your account \$..... less ..... per cent commission, \$.....net.

KINDLY FILE FOR FUTURE REFERENCE.

(Advertisement Pasted Here).

## SECOND-CLASS PORTFOLIOS.

WAPAKONETA, O., Nov. 29, 1893.

Editor of PRINTERS' INK:

Have you discovered that the N. D. Thompson Publishing Co., of St. Louis, are sending art portfolios through the mails as second-class matter?

KAMPE.

## THE BURGLAR CAME.

From the New York Sun.

It was an agent for a big manufacturing concern who was talking.

"I once got out a poster," he said, "which started in: 'Keep your eye on this; a burglar is coming.' This I distributed broadcast in the towns in the northern part of the State. Among other places, it was hung conspicuously in a small grocery and dry goods store in one of the towns in that section.

"One morning the proprietor, when he opened up shop, found that my notice had been amended to read: 'Keep your eye on this; the burglar has come.' The correction was made in pencil marks.

"And sure enough the burglar had come. And he had carried off about \$600 in money and goods."

The Incentive.—Scribbler: I have struck a new line of writing. I write articles from the point of view of a millionaire.

Penner.—Indeed! How do you manage to get in the right spirit?

Scribbler.—That's easy. I write on the afternoons of pay-days.—*Truth.*

## Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

### WANTS.

TWO dollars, sent now, will pay for PRINTERS' INK till Jan. 1, 1896.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

WANTED—Advertisers to try PARK'S FLO-RAL MAGAZINE, Libonia, Pa.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

BOOM local advertisements without one cent of expense. Plan free of VIM, Peoria, Ill.

USED Columbian stamps; all values except 3c. HORACE VALLAS, Box 561, New Orleans, La.

"BEST" Pat. Acc't File, for bus. men. Want agts. A.H.SWANK MFG. CO., Fremont, O.

NEW weather and secret society cuts for newspapers. Proofs free. CHAS. W. HARPER, Columbus, O.

NEW department headings for newspapers. Send for proofs. CHAS. W. HARPER, Columbus, O.

WANTED—Novelties for premiums and large mail order catalogue. THE MONTANA POPULIST, Missoula, Montana.

WANTED—Orders, at 10 cents a line, for a weekly family paper; 50,000 circ. proved. O. L. MOSES, 132 Nassau St., N. Y.

WANTED—Copy of every publication in U. S., with best rate for 4-line ad for 1 yr. W. F. CARPENTER, Box 263, Foxboro, Mass.

"SMALL TALK ABOUT BUSINESS." By mail. Paper, 40 cents; cloth, 75 cents. FREMONT PUBLISHING CO., Fremont, Ohio.

"SMALL TALK ABOUT BUSINESS." A catchy booklet tells about it—sent free. FREMONT PUBLISHING CO., Fremont, Ohio.

PRACTICAL printer, with editorial ability, desires situation. Republican, sober, reliable. Address M. ALEXANDER, Hartford City, Ind.

READY PRINTS—All sizes; low prices; varied features; special news service. UNION PRINTING COMPANY, 15 Vandewater St., N. Y.

ILLUSTRATED features for newspapers. Artistic, attractive, cheap. Send for proofs and particulars. Address CHAS. W. HARPER, Columbus, Ohio.

WANTED—To purchase, trade paper, well established, which can show profits of \$5,000 or more per year for three years. Address "P," care Printers' Ink.

ADVERTISING space in every paper and publication in the U. S., to advertise the Perina Corn Cure. Send samples and lowest rates to COHN, 332 W. 51st St., New York.

POSITION wanted as editorial writer or in editorial department of daily paper, by young man of several years' experience. Address "I. A. H.," Box 22, Boxford, Mass.

HOLIDAY advertising easily secured by using my illustrated features; all new; copyrighted; give exclusive use. Send for proofs. CHAS. W. HARPER, Columbus, O.

CHRISTMAS features, advertising pages, borders, etc., for newspapers; all new; copyrighted; exclusive use given. Send for proofs. CHAS. W. HARPER, Columbus, O.

CUTS for advertisers. Bright, attractive, cheap. Absolute satisfaction guaranteed. Send for late proofs and particulars. Address CHAS. W. HARPER, Columbus, Ohio.

WHO DOES YOUR EMBOSING! Elegant designs in catalogue covers. Send for samples and prices. GRIFFITH, AXTELL & Cady Co., fine catalogue printers, Holyoke, Mass.

WANTED—To exchange adv. space with all poultry, farm and home papers. Our sworn circ. for next 3 months 10,000 copies per month. SCIENTIFIC POULTRYMAN, Delaware City, Del.

WANTED—Goods of all kinds for mail order trade. Catalogues and price lists, with imprint, to be furnished and orders filled by the supplying firms. "Y. Y.," care Station A, Boston.

GENTLEMAN, with successful experience and high references as advertising solicitor and mgr., East and West, desires new Western connection. HUMPHREYS, 301 So. Lincoln St., Chicago.

ALL sorts and conditions of advertising and other novelties desired, wanted, required. Sample and price (cash against B. L.) to HENRY COWE, Quayside, Berwick-on-Tweed, England.

A N. Y. ADVERTISING agent, with a growing business, wants partner to take charge of office and inside work. Modest capital and highest references required. Address "SUCCESS," Printers' Ink.

**A**LL values Columbian stamps (except 2c.) wanted. CRITTENDEN & BORGMAN CO., Detroit.

**W**ANTED—The Western agency of a leading Eastern weekly or monthly publication, who would make liberal arrangement to secure good Western business. References. Address CHAS. B. DARLING, 79 Dearborn St., Chicago.

**N**EWSPAPERS, circulars, samples, etc., distributed in District of Columbia and adjoining States; signs nailed up; paint wall, bulletin, barn and fence advertising signs; mailing and addressing. HERMAN J. MARTIN CO., Washington, D. C.

**W**ANTED—Experienced telegraph editor, one who has had some practical experience as a printer preferred, on Democratic morning paper. Address, stating qualifications and salary desired, C. H. SIMMS, Manager the Dayton Times, Dayton, Ohio.

**F**REE—Franklin Fountain Gold Pen, guaranteed worth \$2.50, free with our office box of assorted toilet soaps, etc., especially for use in offices. Retail value of soaps, \$5.10; our price, \$3 for soaps; pen free. Terms, cash with order. THE LARKIN SOAP MFG. CO., Buffalo, N. Y.

**W**E want you to work for us, thus making \$12 to \$35 per week. Parties preferred who can furnish a horse and travel through the country; a team, though, is not necessary. A few vacancies in towns and cities. Spare hours may be used to good advantage. B. F. JOHNSON & CO., 11th and Main Sts., Richmond, Va.

**W**HAT can we do for you in Washington? Commissions for publishers, advertisers and others executed at moderate prices. Interviews secured, literary and news articles prepared, and business transacted with the Departments. Save yourself a trip to the Capital by writing to THE ASSOCIATED INDUSTRIAL PRESS, 918 F St., N. W., Washington, D. C.

**C**ASH—The advertiser wishes to buy a good newspaper property in a town or city of not less than 15,000 people. Not particular as to locality, although the West is preferred. The advertiser proposes to pay cash down, and those responding to this advertisement will kindly state the lowest cash price. Correspondence will be regarded as confidential. None but good property, however, will receive attention. Address 204 Penn Bldg., Pittsburgh, Pa.

**A** NEW YORK man with snap and ability wishes to connect himself from Jan. 1, 1894, with a leading house or newspaper as advertising manager. His work is clever and original, and is making a hit in New York papers. Having an excellent standing and open account with leading newspapers everywhere, he is able to place business, if necessary, as low as any one. This is an excellent opportunity to secure a thoroughly competent and reliable man, whose originality will undoubtedly be the means of making much money for the house securing his services. Address, until Jan. 1, 1894, "BUSINESS," care of Printers' Ink.

#### ELECTROTYPES.

**T**WO dollars, sent now, will pay for PRINTERS' INK till Jan. 1, 1896.

**S**END one of your metal base cuts and receive sample duplicate of same, mounted on lightweight metal base. E. T. KEYSER, 5 Beekman St., N. Y.

#### TO LET.

**A**DVERTISING space in ST. NICHOLAS.

**T**O LET—Space in PARK'S FLORAL MAGAZINE. 100,000 copies monthly guaranteed and proved.

**T**ILL 1896 for \$2—To any person who sends two dollars before December 31st we will send a receipt for PRINTERS' INK, paid in full to Jan. 1, 1896. Address PRINTERS' INK, 10 Spruce St., New York.

#### SUPPLIES.

**L**EVEY'S INKS are the best. New York.

**V**AN BIBBER'S Printers' Rollers.

**P**RINTERS' INK to Jan. 1, 1896, for \$2, if sent now.

**Z**INC for etching. BRUCE & COOK, 190 Water St., New York.

**A**DVERTISING supplies business when nothing else will. Try ST. NICHOLAS.

**"P**EEERLESS" CARBON BLACK.  
For fine inks—unequaled—Pittsburg

**W**OOD TYPE. Fine faces; good catalogue; low prices. HEBER WELLS, 8 Spruce St., N. Y.

**T**RY TYPE from BRUCE'S NEW YORK TYPE FOUNDRY, 13 Chambers St., New York. Best and cheapest. Get their prices before purchasing.

**T**HIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

**C**HEAP as dirt, fine as silk, 1,000 gold embossed letter heads. Best bond paper. With special design to order, \$9.96 complete. LONDON PTG. CO., Columbus, O.

**P**APER DEALERS—M. Plummer & Co., 45 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink

#### ADVERTISING NOVELTIES.

**A**DVERTISING rates unvariable in ST. NICHOLAS.

**T**WO dollars, sent now, will pay for PRINTERS' INK till Jan. 1, 1896.

**M**AZZAROTH—Beautiful calendar in colors. Send stamp. BIGGS, Box 645, Louisville, Ky.

**S**EWING machines will boom your circulation. Write for particulars and prices. FAVORITE MFG. CO., 343 Wabash Ave., Chicago, Ill.

**C**HRISTMAS—New, novel, unique illustrations for holiday advertising; copyrighted; exclusive use given. Send for proofs and particulars. CHAS. W. HARPER, Columbus, O.

**F**ANCY photos of actresses for sale at \$3.00 per M.; size about 2½x1½ ins. For prize packages, premiums, send 10c. for samples. Photos, any for adv. purposes. LOCKWOOD, 760 E. way, N. Y.

**F**OR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines, 25 words or less, will be inserted under this head once for one dollar.

**T**O advertisers and printers: Four-Century Calendars can be sent for a cent, if sent alone. Can be sent for less than a cent, if sent with letter, and are best mediums known for advertising matter. Will be preserved by receiver. Sample and prices, five cents. JOHN KACHELMAN, JR., Evansville, Ind.

#### ADVERTISING AGENCIES.

**A**LL indorse ST. NICHOLAS.

**G**EO. W. PLACE—NEWSPAPER ADVERTISING. 62 Broadway, New York.

**G**EO. S. KRANTZ, special advertising agent for N. Y. dailies. 102 W. 14th St., N. Y.

**N**EWSPAPER Advertising and Purchasing Agency. 19 East 14th St., New York

**I**F you have in mind placing a line of advertising anywhere, address B. L. CRANS, Room 4, No. 10 Spruce St., N. Y. City.

**I**F you intend to advertise in any manner in the D. C., consult us. HERMAN J. MARTIN CO., 1902 7th St., Washington, D. C.

**I**F you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

**H**ICKS' Newspaper Advertising Agency. WILLIAM HICKS, proprietor. 150 Nassau St., New York.

**A** LIVE Washington letter in exchange for advertising space in your paper. Write us. HERMAN J. MARTIN CO., 1902 7th St., Wash., D. C.

**100 LEADING dailies, circ. 4,000,000; \$8 rate.**  
FLETCHER ADV. AGENCY, Cleveland, O.

**CHARLES H. FULLER'S NEWSPAPER ADV. AGENCY, 113-114 Dearborn St., Chicago, Ill., Temple Court, New York. Established 1880. Estimates cheerfully furnished.**

**CONGRESS is in session. We are correspondents and reporters for newspapers all over the U. S. Write us. HERMAN J. MARTIN CO., 1905 7th St., Washington, D. C.**

**TILL 1896 for \$2.—To any person who sends two dollars before December 31st we will send a receipt for PRINTERS' INK, paid in full to Jan. 1, 1896. Address PRINTERS' INK, 10 Spruce St., New York.**

**EVERY advertiser should give our celebrated Amester list a trial. Over 100 publications on list. Rates, 5c per line, 50c per inch. Circulation ranges from two to ten thousand per issue. Prompt and reliable service. WESTERN NEW YORK ADV. AGENCY, Batavia, N. Y.**

**THE INTER-STATE ADVERTISING AGENCY, of Kansas City, Missouri, a young and successful institution, would like an opportunity to compete for your business. It charges nothing for name, experience or ability—only for the space used. Our rates are what you want—ask for them.**

#### MAILING AGENCIES.

**PRINTERS' I—Your circulars mailed to any extent in exchange for job printing. Send circulars immediately, and we will send copy. WEST. NEW YORK ADV. AGENCY, Batavia, N. Y.**

**PUBLISHERS!—1,000 copies of your paper or 2,000 circulars mailed in x for a half-inch ad. More in proportion. Send on matter at once, and we will send the ad. WESTERN NEW YORK ADV. AGENCY, Batavia, N. Y.**

**ADVERTISERS!—Your circulars (any size) mailed to a fresh list of names each month at \$1 per M. Folio sheets, \$2 per M. Catalogues, \$5 per M. We furnish stamps and pay all expenses. Special: Will mail any amount up to 100,000 for any firm who agrees to pay for same within three months if results are satisfactory. Otherwise pay nothing. WESTERN NEW YORK ADV. AGENCY, Batavia, N. Y.**

#### PREMIUMS.

**PRINTERS' INK to Jan. 1, 1896, for \$2, if sent now.**

**"BOX o' Brownies" (rubber stamps, retail 25c.). EAGLE SUPPLY CO., New Haven, Ct.**

**OUR catalogue has the best premiums. HOME BOOK COMPANY, 142 Worth St., New York.**

**SEWING machines half price to publishers. Late free. AM. MACHINE CO., Chicago, Ill.**

**ST. NICHOLAS celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.**

**PREMIUMS—Sewing machines are the best. Will increase your circulation. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.**

#### ILLUSTRATORS AND ILLUSTRATIONS.

**ST. NICHOLAS.**

**PRINTERS' INK to Jan. 1, 1896, for \$2, if sent now.**

**HANDSOME ILLUSTRATIONS for papers Catalogue. 25c. AM. ILLUS. CO., Newark, N. J.**

#### NEWSPAPER INSURANCE.

**\$2 PAYS for PRINTERS' INK till 1896.**

**INSURE present and future business by using ST. NICHOLAS.**

**ON CIRCULATION—What made London Tit-Bits? How did Answers reach 700,000? Fearson's Weekly nearly a million! New York Press and Advertiser increase 300 per cent in a year! Only one answer—FREE INSURANCE! THE COUPON COMPANY, No. 173 Broadway, New York, is the only agency in the United States for making contracts with newspapers for use of coupons. Write or call. Always happy to confer with business managers.**

#### MISCELLANEOUS.

**ST. NICHOLAS.**

**LEVEY'S INKS are the best. New York.**

**VAN BIBBERS Printers' Rollers**

**TWO dollars, sent now, will pay for PRINTERS' Ink till Jan. 1, 1896.**

**RIPANS TABULES cure biliousness and all disorders of the stomach, liver and bowels.**

**ADVERTISERS will find PARK'S FLORAL MAGAZINE profitable. 100,000 copies guaranteed and proved each month.**

**BEGIN the "New Year" with my confidential "Ed. Copy," and you won't regret it. Politely to suit. G. T. HAMMOND, Newport, R. I.**

**ADVERTISERS use the Cellotype because they are made of celluloid, hence are very light and can be sent by mail at small expense; are more durable than electrolyte and equal to a brass die. Cellotypes and electrolyte machinery, manufactured by the J. F. W. DORMAN CO., Baltimore, Md., U. S. A.**

#### ADVERTISEMENT CONSTRUCTORS.

**BATES.**

**ST. NICHOLAS.**

**SUCCESS TALKS! See my ad below.**

**PRINTERS' INK to Jan. 1, 1896, for \$2, if sent now.**

**CHARLES AUSTIN BATES, 630 Vanderbilt Bldg., N. Y. "Ads that sell goods."**

**MY ads induce belief in the advantage of advg. SIDNEY C. LEWIS, 94 Franklin St., N. Y.**

**ADV. writing; original ideas, not copies; sample, 25c. "B.", 1306 W. Sellers St., Frankford, Pa.**

**"MR. JED SCARBORO: The ads you wrote for me are the best medicine for dull trade I have ever used."—Chas. Kuehne, Drug-gist, Jersey City.**

**SUCCESS TALKS—I backed my own ads for \$30,000 last year, and they paid a profit of \$100,000. I will write you three attractive ads for \$5: four fetching ads and four smooth jingles, \$10; a clear, concise primer, \$25; a crisp, convincing booklet or prospectus, \$40. Pay when satisfied. Send full data. ELMER DWIGGINS, 132 E. 47th St., Chicago.**

**MY PRICES on retail ads up January 1. Regular customers may have the old rates during '94, and that will include those with whom I arrange between now and New Year's day. After that I will take no new work at less than \$1 an ad. I would like to contract for '94 with a few more retailers who will use from 4 to 25 ads per month at the rate of 50 cents an ad. I can handle the work of probably six or eight more, and would prefer them to be in the lines of shoes, groceries, jewelry, furniture and pianos. CHAS. AUSTIN BATES, 630 Vanderbilt Bldg., New York. "Ads that sell goods."**

#### BILL POSTING & DISTRIBUTING.

**CIRCULARS, pamphlets, samples, etc., distributed anywhere from house to house at \$2 per M. Newspapers, catalogues, almanacs, etc., \$3 per M. Twenty per cent reduction on lots of 20,000 or more. Also bills posted, signs painted and tacked up, etc. Payment when work is done. Large contracts a specialty. WESTERN NEW YORK ADV. AGENCY, Batavia, N. Y.**

#### FOR SALE.

**ADVERTISING space in ST. NICHOLAS.**

**\$3.50 BUYS 1 INCH. 30,000 copies Proven. WOMAN'S WORK, Athens, Ga.**

**GAZETTE ADVERT RECORD—For papers, \$1. Testimonials. GAZETTE, Bedford, Pa.**

**AT one-half price, nearly new Babcock Dispatch No. 1. THE DAY, New London, Conn.**

**HANDSOME ILLUSTRATIONS for papers Catalogue. 25c. AM. ILLUS. CO., Newark, N. J.**

**H**OLIDAY advertising papers and cuts for sale by the **MERCHANTS' ADVERTISING CO.**, Scott & Bowne Bldg., New York.

**A** LIMITED number of copies of Fowler's "Business Building" at \$2.00, postpaid. Publisher's price, \$3.75. E. B. CLARK, 1609 Curtis St., Denver, Colo.

**T**EXAS country newspaper and job office, inv. \$5,000, annual business, \$7,000; exc. reasons for selling; circ., 1,400; four presses; \$3,000, half cash. "JOHNSON," care of Printers' Ink.

**N**EW newspapers. A list of the names of the new newspapers started each week, furnished on application. For terms address **RIDGE MFG. CO.**, Box 376, Ridgewood, N. J.

**\$2,500** CASH buys large weekly newspaper; 1,250 subscribers, fine job and advertising patronage, good equipment; clearing over \$100 mo. Address **ITEM**, Glen Rock, Pa.

**S**EVERAL lots of desirable nervous debility letters, subscription letters and miscellaneous letters for sale, or rent for copy. Write us. **A. LEFFINGWELL & CO.**, Boyce Bldg., Chicago, Ill.

**TILL 1896** for \$2. To any person who sends us two dollars before December 31st we will send a receipt for **PRINTERS' INK**, paid in full to Jan. 1, 1896. Address **PRINTERS' INK**, 10 Spruce St., New York.

**A** DAILY and weekly Republican newspaper and job plant in Northern Illinois. One of the best paying plants in the State. County strongly Republican. Elegant office building, etc. Will take \$16,000 to \$17,000 to buy it; part on time. Unless you mean business don't reply. Address "D." care Printers' Ink.

**ONE** of the grandest enterprises for advertising purposes (as detailed in last week's **PRINTERS' INK**) is offered for sale of rights throughout the United States. With but three weeks' location here, the rights for New York City have been sold to the largest advertising firm here, who will clear \$75,000 on it the first year. The merits of the enterprise as an advertising medium are so immediately apparent on inspection that a purchaser for any other territory (ranging in price from \$1,500 to \$25,000) is assured a most profitable investment, and first applicants can select territory. E. J. JONES, Jr., 401 Bannock Bldg., 93 Nassau street.

#### THEATER PROGRAMMES.

**\$2** PAYS for **PRINTERS' INK** till 1896.

**A** DVERTISING in N. Y. theater programmes, season '93-'94. For rates, etc., address **ADOLPH STEIN**, 113 E. 14th St., N. Y.

#### ADVERTISING MEDIA.

**S**T. NICHOLAS.

**S**EATTLE TELEGRAPH.

**T**HE Le Roy (N. Y.) **GAZETTE** is a first-class weekly newspaper.

**TWO** dollars, sent now, will pay for **PRINTERS' INK** till Jan. 1, 1896.

**T**HE ENTERPRISE, Smithville, Ga., all home print; 1,000 subscribers.

**A** LERT advertisers advertise in **KATE FIELD'S** WASHINGTON, Washington, D. C.

**40** WORDS, 6 times, 50 cents **ENTERPRISE**, Brockton, Mass. Circulation, 7,000.

**A** DVERTISERS' GUIDE. Mailed on receipt of stamp. **STANLEY DAY**, New Market, N. J.

**I** COVER the State of Indiana. 13 leading dailies. **FRANK S. GRAY**, 12 Tribune Bldg., N. Y.

**T**HE MANITOBA (Monthly Magazine), Winnipeg, Man. Circ. 3,116; largest, 9,000. 30c. a line.

**O**ur Southern Home, 40p. mo. Immigration Journal. Cir'n large, advg. rates low. Hamlet, N. C.

**N**EWBURGH, N. Y. Pop. 25,000. The leading newspaper, daily and semi-weekly **JOURNAL**.

**W**ISCONSIN AGRICULTURIST, Racine, Wis. Proved circulation, 39,000; 20 cents a line.

**P**ARK'S FLORAL MAGAZINE, Libonia, Pa., monthly. 100,000 copies guaranteed and proved.

**A**NY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

**A**LBANY, N. Y., **TIMES-UNION**, every evening, and **WEEKLY TIMES**, reach every body. Largest circulation. Favorite Home paper.

**"THE STUDENT"** of Portland, Oregon, is the recognized educational journal of the Pacific Coast and the Northwest. It has the largest circulation by over one thousand.

**T**HE Church Press Association, Incorporated, publishers of twenty Church Magazines, combined circulation, 35,000. Samples and rates on application. 10 1/2, 18th St., Phila., Pa.

**HOMES AND HEARTHS** will be a winner for advertisers; 50,000 copies monthly, every copy circulated; 40c. line; yearly orders, send to **WATTENBERG'S AGENCY**, 21 Park Row, N. Y.

**PANAMA STAR AND HERALD**—D and w.; pub. at Panama; est. 1848. Eng. and Span. editions cover Mexico, Cent. and So. America. Cir., 27,000. **ANDREAS & CO.**, gen. agents, 62 Broad St., N. Y.

**C**OLUMBUS, Central, Southern, and Southeastern Ohio offer a rich field for advertisers. **THE OHIO STATE JOURNAL**—Daily, 13,500; Sunday, 17,000, and Weekly, 23,000—covers the field. All leading advertisers use it.

**T**O reach the Canadian buyers advertise in the Canada Newspaper List (59 papers). Proved circulation, 32,000 copies weekly. Special low rate to those who apply now for space. The largest advertisers in the U. S. use this list. Address, for rates, etc., **CANADA READY-PRINT CO.**, Hamilton, Can.

**F**RATERNITY PAPERS—I am special agent for all the official and leading papers of the various fraternal orders. One inch, one time, in 18 of the best papers, will cost \$25. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate card. **GEO. S. KRANTZ**, Special Agent, 102 W. 14th St., N. Y.

**T**HE wives of advertisers in **THE AMERICAN FARMER AND FARM NEWS** and **WOMAN-KIND** wear seakink cloaks, and the advertisers themselves are clothed in well-fitting, tailor-made suits, because the "ads" in these journals bring in lucre by the barrel. Their children—bless their dear hearts—are warmly clad, and comfort pervades their homes. Remember that the circulation of these two journals among the best people of this country is guaranteed to exceed 215,000, and that **GEO. S. BECK**, 183 World Bldg., N. Y. City, is the Eastern "ad" manager.

**E**VERY merchant wants a paper of some kind, to judge from our mail. Only one trouble, they cost too much. So, to avoid this, we have hit upon an 8 page paper; contains 6 pages of illustrations, jokes, etc., and the first and last pages left blank for the customer's advertisements. We ship in sheets, so that the purchaser can print these 2 pages at home to his own taste. These do work up in very attractive style, and are selling well. Our price helps to rush them off—48.00 per 1,000. Just the thing for printers to keep in stock. We get them up new and fresh every month. December number is just out. Send orders to **W. P. WHEELER**, 132 Nassau St., N. Y.

#### ADDRESSES AND ADDRESSING.

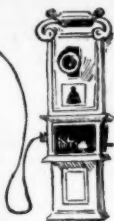
**S**T. NICHOLAS.

**\$2** PAYS for **PRINTERS' INK** till 1896.

**P**ARCELS addressed to order, \$2 per M. **WESTERN AGENCY**, Batavia, N. Y.

**P**ERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, 25 words or less, under this head once for one dollar. Cash with order.

**W**IDE-AWAKE advertisers use our agent's gummed mail lists. These consist of 1,000 agents' names, gathered since Oct. 1 and printed on gummed paper, which sticks to a parcel like a postage stamp, thus doing away with the laborious work of addressing. The cost is saved in time, labor and material. Price only \$2. **WESTERN N. Y. ADV. AGENCY**, Batavia, N. Y.



## NEW YORK OFFICES

The  
Ladies'  
Home  
Journal

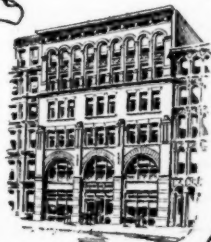
## Advertisers and Agents

can always obtain information regarding rates, unfilled space, vacant cover positions, etc., at our New York Offices, Metropolitan Building, No. 1 Madison Avenue, cor. 23d Street.

Any special information can be immediately obtained by the use of the telephone.

## HOME OFFICES PHILADELPHIA

The  
Ladies'  
Home  
Journal





## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

## PUBLICATION OFFICES:

No. 10 Spruce Street, New York.

No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price:  
Two Dollars a year. Three Dollars a hundred;  
single copies, Five Cents. No back numbers.

NEW YORK, DECEMBER 13, 1893.

WHAT relation cash bears to advertising space is a question possessing much interest to many newspaper men. Some light may be thrown upon the subject by the position taken by Hon. Kerr Craige of North Carolina, who is the present Third Assistant Postmaster-General of the United States. He has lately decided that it is permissible for PRINTERS' INK to be sold to publishers for clubbing purposes at twenty-five cents a year, if paid for in cash, but that if sold to be paid for in advertising space at eight times that price the paper will thereby forfeit the right it at present enjoys of being carried in the mails as second-class matter. The law forbids selling a newspaper at nominal rates, and it is evident that Mr. Craige believes that any price paid in advertising is nominal.

THE *National Advertiser*, formerly emanating from the Ensign Advertising Agency, of New York, is now published by the Consolidated Press Co., of which it is said that Mr. Byron Andrews is the principal owner, although Mr. Ensign still has a financial interest in it. The *National Advertiser* offers to exchange space in its columns for space in other papers, and its publishers think the scheme a good one. The Post-Office Department exercises no supervision over exchanges of this sort, but subscriptions paid for in advertising are looked upon with distrust.

THE new Book Catalogue, 192 pages—John Wanamaker, publisher—is not entered at the Philadelphia post-office as second-class matter. It is an attractive publication, nevertheless—not less useful, we should think, than the World Almanac. If numbered consecutively, it would probably go through as a Christmas supplement to *Book News*.

## "WAYSIDE GLEANINGS."

IT WAS A CASE OF POSTAL TYRANNY.

CLINTONVILLE, Conn., Nov. 8, 1893.

## Editor of PRINTERS' INK:

The question comes up in life very often, "Does it pay to be honest?" We believe it does, although our experience in giving you a statement of honest circulation of the *Gleanings* would tend to prove the contrary. We made an honest statement, supposing you would treat it confidentially, and what motive you had in going to the trouble of photo-engraving and publishing our entire letter we fail to perceive. Perhaps you thought it would be a favor appreciated by us as an advertisement. Perhaps you intended to kill the *Gleanings* dead with one blow, which you very nearly accomplished. Now, whatever the motive, the result is a very heavy loss to us, and it would seem as if a man of your intelligence and experience must have foreseen (and we have an inward feeling that you intended it for) such an issue. The first notice we had that the statement had been made public came from an advertising agent, who has been sending us a very liberal share of his business, and with it a demand for rebate on back advertising, claiming short circulation, which we were obliged to allow; next comes a flood of correspondence asking for explanations, canceling contracts, etc., etc., which has caused not only much trouble and loss in advertising business, but finally compels us to come before the public with an explanation which cannot help us a particle, but gives the facts and shows why we sent out only 9,000 copies of *Gleanings*, as shown in the PRINTERS' INK statement, during June, July and August. Some good friend (?) in his zeal to protect the Post-Office Department from any abuse of the privileges given in second-class rates, misrepresented the *Gleanings* to the department, and as a result the paper was thrown out of second-class privileges (you know what that means). It cost us a great deal of money, time and labor to get a re-entry, which we succeeded in doing in September, and during the interval we sent the *Gleanings* to the yearly subscribers only, carrying short time (over 30,000 three and six months') subscribers over until we could send to them at second-class rates. After having all this trouble, which you know means trouble enough, then to have your published statement, which was a terrible blow, made us feel as if we would like to have you by the throat for five minutes; but we have got over it, and instead of saying all the mean, contemptible, devilish things that humanity is capable of, we merely wish to tell you in this mild way that you nearly killed one concern by your injudicious zeal to serve the public, and that we hereafter shall be very careful how we commit ourselves with honest circulation statements to any one.

Yours respectfully,

WAYSIDE PUB. CO.

Perhaps it was only fair that advertisers who paid for 30,000 and received 3,000 circulation should have a rebate. If the Wayside Publishing Co. violated a postal law, it should suffer a penalty. Its reinstatement after three months' suspension of its rights indicates that it violated no law. If so, should there not be some redress for a business put in jeopardy by official interference that punishes first and investigates later?



THE advertising managers and solicitors of Denver recently had a banquet at which the feature was a large floral hatchet bearing the motto: "We Never Lie."

THE advertisements of the Christmas Century in the New York daily papers are effective, well-written, well-composed, and almost pretty enough to be worth framing.

A WIDE-AWAKE clothier of Bliss, N. Y., by the name of Sidney, advertises in big type that he has not been to the World's Fair, and consequently is able to sell goods much cheaper than tradesmen who have.

CONGRESSMAN AMOS J. CUMMINGS, of New York, introduced a bill last week to create an additional grade of letter carriers in free delivery cities where the revenue exceeds \$50,000 a year. Mr. Cummings is a practical newspaper man of life-long experience, and few people understand as well as he the needs and possibilities of the postal service.

READS THEM TWICE AND THEN SELLS THEM.

THE NEWARK & NEW YORK ELEVATED ROAD COMPANY.  
Return answer to W. H. Clough.  
NEW YORK, Nov. 24, 1893.

Editor of PRINTERS' INK:

I have in good condition the following numbers of PRINTERS' INK, viz.:

Vol. I—Nos. 18, 21, 23,	3
Vol. II—Nos. 17, 30 to 37, inclusive,	9
Vol. III—Nos. 1 to 27, inclusive,	27 full.
Vol. IV—Nos. 1 to 26 "	26 full.
Vol. V—Nos. 1 to 26 "	26 full.
Vol. VI—Nos. 1 to 26 "	26 full.
Vol. VII—Nos. 8 to 26 "	18 full.
Vol. VIII—Nos. 1 to 16 "	16 full.

I would like to return them to you and be placed on your subscription list. How much credit can I have? I can recommend every number as being good reading, advertisements and all, having read them at least twice. I presume you have calls for back numbers. An early answer desired if you care for them.  
W. H. CLOUGH.

PRINCETON REVOLUTIONIZED.

PRINCETON, Ky., Nov. 17, 1893.

Editor of PRINTERS' INK:

Your little teacher is a joy perpetual. I have revolutionized the town with it and with ideas I have got out of it. By this mail I send you a copy of my paper with the "short" and "long" dollar advertisement. Inclosed find a little one I have made for a local firm. I am in a little wayback city of 3,000 or less, but it pays to take PRINTERS' INK.

C. T. SUTTON,  
Editor and Publisher Banner.

WITH VARIATIONS.

LISTON P. EVANS, Drugs and Medicines,  
Books, Stationery and Fancy Goods.  
DOVER, Me., Dec. 5, 1893.

Editor of PRINTERS' INK:

While reading the latest "Good Morning" ad of Pears' Soap, in which they inquire if you have used the soap, I wondered if their advertisement writer had not read the story of the minister's boy who said his father preached his old sermons again, but hollered in a different place.

The ad in question proves that it really is an advantage to "holler" in a different place occasionally.  
L. P. EVANS.

CHANGED HIS MIND.

M. W. ROUNDS, Dry Goods, Ladies' Furnishings and Fine Shoes.  
RICHFORD, Vt., Nov. 8, 1893.

Editor of PRINTERS' INK:

For some time after I subscribed for PRINTERS' INK I could not see how it was of much benefit to a small country dealer in advertising in country papers. But since the ready-made ads have appeared I have changed my mind.  
M. W. ROUNDS.

THE LITTLE SCHOOLMASTER AS A REFORMER.

N. Y. STATE REFORMATORY,  
ELMIRA, N. Y., Dec. 4, 1893.

PRINTERS' INK, 10 Spruce street, New York:

GENTLEMEN—Please put us on your subscription list for the PRINTERS' INK, and bill same to the New York State Reformatory.

Respectfully yours,

JAS. B. RATHBONE,  
Acting General Superintendent.

BAKER UNIVERSITY BENEFITED.

Editor of PRINTERS' INK:

By this mail I send you copies of the Baker University Index. The first is our ordinary issue; the second, a special issue with all advertisements remodeled. I send them for comparison, and also to take opportunity to express my indebtedness to PRINTERS' INK. The issue is the result of some careful study of that journal.

You will notice that I have not hesitated to borrow freely.  
DAN B. BRUMMITT,  
Business Manager.

A DESERVING INSTITUTION WILL BE ENRICHED.

SMITHSONIAN INSTITUTION,  
WASHINGTON, D. C., Dec. 4, 1893.

Editor of PRINTERS' INK:

SIR—The secretary authorizes me to say that he is desirous of obtaining for the library of the Smithsonian Institution PRINTERS' INK, and will be glad to send regularly in exchange the Smithsonian Annual Reports.

If a full series of the journal, from volume one, can be secured, the Institution will be glad to give in return a selection from its own publications.  
CYRUS ADLER, Librarian.

She Couldn't Say.—The Poet: Which of my poems do you think is the best?

She—I haven't read that one yet.—Brooklyn Life.

**Ready-Made Advertisements.***Original Suggestions From Various Contributors.**For a Carpet House—(By G. W. Fleming).***Foot Pads  
Arrest**

sound, increase comfort and add beauty to your home.

Strikes you as being odd, does it? Not nearly so odd and original as the designs we are showing in

**CARPETS AND RUGS**

SPREAD & LEIGH, Floor Coverings,  
44 FORTY-FOURTH STREET.

*For a Grocer—(By Jed Scarboro).***Whet Your Appetite**

with our "GUSTO" PICKLES, packed in the purest malt vinegar, and prepared for our special importation. The rich, racy flavor obtained from the very finest selected spices gives a pleasant, pungent pique to the appetite, which renders them beyond question the most delicious, and, at the same time, the most healthful aid to digestion of any pickle in the market. When your appetite's whetted, remember we have other delicacies to satisfy your palate.

PHILLUP & BUST.

*For Shoes—(By Top O'Collum).***WEAR  
'EM  
OUT!**

We don't claim that our \$3.00 Shoes won't wear out. The point we wish to make is that they **WON'T WEAR YOU OUT!**

*For a Dry Goods House—(By H. R. Smith).***A Pretty Wife**

We are aware that it is not the clothes a woman wears that make her pretty, but it sometimes goes a long way in making her look

**Stylish and Neat.**

In dress goods we are now showing some CHOICE PATTERNS which would become any lady. One new shade is now worn by a charming society belle.

**Have You Seen Her?***For a Grocer—(By Geo. Walt. Fleming).***Don't Tamper**

with your digestion. There is really no need of it, and besides, it is

**Dangerous.**

Sealed packets insure cleanliness, freedom from grit, grime or gravel, partially cooked, readily assimilated, no muss, no fuss. All this applies to

**Crowers' Oats.**

C. R. ACKER,  
Purveyor of Correct Food Supplies.

**Shakespeare  
Up to Date:**

**Some Cloaks are born cheap**  
(BECAUSE INFERIOR),

**Some achieve cheapness**  
(SHELF-WORN, OUT OF STYLE),

**Some have cheapness thrust upon them**  
(OUR CASE EXACTLY).

Because of the hard times we find our stock of Cloaks too large for this time of year. Space for holiday goods is valuable, and the Cloaks must go. That's why prices have been cut; that's why cheapness has been thrust upon Cloaks.

Cheapness is generally linked with inferiority, but not in this case. Remember that!

DOLMAN, SACQUE & CO.

*For Coal—(By C. T. Sutton).*

Cold and raw the north winds blow,  
Bleak in the morning early;  
Brightly at home your fire should glow,  
For winter's now come fairly.

**A Bright Fire**

Is extremely nice these cold mornings, but you can't have it unless you use

**The Best Coal.**

You cannot get the best coal unless you are smart and buy it from

**Black, Diamond & Co.**

Clean as china—no dust, no clinkers, and only a handful of ashes at night. It is

**Crabtree Coal.**

NO SUCH LAW EXISTS.

HALLSTEAD, Pa., Nov. 24, 1893.

Editor of PRINTERS' INK:

I inclose you my letter to the Third Assistant Postmaster-General in relation to the matter on which I wrote you some two months since, together with his reply to the same.

"What are you going to do about it?"

Very respectfully,

E. I. GORTON, Editor of Herald.

Office of "THE HERALD,"

HALLSTEAD, Pa., Nov. 18, 1893.

To the Third Assistant Postmaster-General,  
Washington, D. C.:

I have written to PRINTERS' INK, of New York, asking the publishers to send me a certain number of yearly subscriptions to that publication, in exchange for advertising in my paper. The publishers write me that I must first get your permission before they can make such an arrangement with me.

Is there any postal law or regulation that will prevent such an interchange of commodities between publishers, or that will prevent you from sanctioning the scheme? An early reply is solicited.

Very respectfully yours,

E. I. GORTON.

*Typo*  
*D.J.*

(No 5953)

Letter..... No. 1..... Vol. ....

Post Office Department,

OFFICE OF THE

THIRD ASSISTANT POSTMASTER GENERAL.

Washington, Nov. 22, 1893

Respectfully returned to

Mr. E. I. Gorton

Hallstead, Pa.

The Publishers of  
Printers Ink are

~~aware~~ aware that the

Department grants

no permission of this

kind as it is a

matter over which

it exercises no

control.

*McClure*

Third Assistant Postmaster General.

RCF

The communication sent to Mr. Gorton from the Post-Office Department, in response to his inquiry, as here reproduced, bears: (1st) The signature of Mr. Craig, the third assistant postmaster-general, written with black ink; (2nd) the initials of D. C. Fountain, the clerk who originally led the department into the PRINTERS' INK morass, and the ink used for his initials indicates that he also wrote the body of the answer; (3rd) the initial of Mr. Davis, chief clerk of the office of the third assistant postmaster-general; (4th) the initials of T. Q. M., another clerk.

A further examination of the departmental answer reveals the fact that, after its original preparation, it was edited by the addition of the word *direct*, and a second time by eliminating the word *well*. The first change is made with Mr. Fountain's ink, and the other with such as is used by Mr. Craig.

These facts go to show that questions like the one asked by Mr. Gorton do not occupy less time in the department than they deserve. It will be noted that six days were required for the preparation of the answer to this one. But, notwithstanding all this care, and the conference between the third assistant postmaster-general and his three assistants, the communication still falls short of telling Mr. Gorton what he asks to be told. The department letter says that the department grants no permission of this sort, as it is a matter over which it exercises no control, but neglects to tell whether there is any postal law or regulation that will prevent such an interchange of commodities between publishers, or that will prevent the department from sanctioning the same. It was one of the charges urged by Congressman Cummings, in his proposed investigation of the post-office under Wanamaker, that it was next to impossible to learn from the department what is and what is not permissible.

A Washington correspondent lately characterized Mr. Craig, the present third assistant postmaster-general, as follows: "Our information of him is that he is a negative rather than a positive man. He would prefer to pursue the even tenor of his way without laying down any new principles, or without making any trouble for himself, or for anybody else. Not that he is lacking in official energy, but that he

prefers to avoid the responsibility of getting out of beaten paths." The correspondence here exhibited would indicate that Mr. Craigie is right in the beaten path, and that the old clerks who hold over from Wanamaker's time render efficient aid in keeping him there. In this particular case he has surely divided the responsibility with a considerable portion of the office force.

#### MARRIAGE BY ADVERTISEMENT IN GERMANY.

In England it is looked upon as a thing to be ashamed of to advertise for a husband or wife, and where the method is resorted to it is only in a clandestine and hidden way, and in papers that would not be allowed in a respectable house, and that people, as a rule, would not like to be seen with, unless it were under pretense of a joke. In short, it is neither fashionable nor respectable in this country to advertise matrimonial wants; although one sometimes hears of comfortable settlements being made in that way. In Germany, however, while it may not be considered fashionable, it is certainly a very common thing, and is not by any means looked down upon as an improper proceeding for persons to resort to the advertising columns of the daily press for matrimonial alliances. It is so common, indeed, that advertisements of the kind may be seen in some of the best papers in both Germany and Austria.

In certain journals they are of almost daily occurrence. Nor are they stowed away in obscure corners, as one might fancy them being in an English paper, but they are arrayed in bold type, and take their place quite naturally along with the other wants of the day. They are generally headed in large black type, "Marriage," or "Heirathsge-such" (Marriage-Search), and go on to set forth very plainly what is sought. The following is a good specimen of the sort of thing referred to. It was cut from a leading Vienna paper only a day or two ago, and the like of it may be seen in the same paper almost any day:

**MARRIAGE.**—A young man of a good family, age twenty-five, without private fortune, but holding a good official position, with splendid prospects, desires to meet with a young lady of means, with a view to marriage. Must be of good appearance, agreeable, and of an affectionate disposition. A blonde with blue eyes preferred. Strict confidence a

matter of honor. Address, with photograph, which shall be returned at once if not suitable, etc.

It is a point strongly in favor of marriage, showing that it is not altogether a failure, that so many widowers advertise for partners; or is it that a widower does not find it easy to mate a second time? Here is a specimen of a widower's advertisement:

**MARRIAGE.**—A widower, with a daughter, Israelite; income 1,800 florins a year, seeks a companion for life. Must be an educated lady with a domestic turn of mind, and have a fortune of 20,000 (florins). Reply to L. G., 42. —, at the office of this paper.

Then follows a line to say that none but principals will be dealt with.

The question will naturally occur: "Do not women, too, sometimes advertise?" Yes, frequently, though, of course, not so often as the sterner sex. Here is a lady's advertisement cut from a South German paper a few days ago:

**HEIRATHSANTRAG** (Marriage-proposal).—A lady, aged thirty-three, dark, of prepossessing appearance, with a substantial property, chiefly in land, desires to meet with a gentleman of about her own age with a view to marriage. He must be sound in health, passably good-looking, of gentlemanly habits and manners, and capable of managing landed property. Fortune of no consequence if of good family. Send photograph with letter, etc.

The above is rather a commonplace affair and of a strictly business character. Generally the lady advertiser requires in the beau ideal "domesticity and a loving disposition." Sometimes she requires fortune in exchange for beauty. Probably, however, the majority of women who advertise for husbands are widows without incumbrance and with a small fortune. Here is a specimen:

**A WIDOW**, thirty-nine, with a comfortable income, childless, good-looking, and of a loving disposition, desires by this means to find a life's companion. He must be of an agreeable disposition, steady in character, intelligent, and—preferably—fair. Send photograph. Address, Gemuthlich, at the office of this paper.

Sometimes the parents advertise:

**A DISTINGUISHED** family wish to marry their daughter, a well-brought-up good-looking girl, twenty years of age, of elegant appearance, to an active, characterful, imperial-royal military doctor or military official. Religion of minor importance. The young lady will have a dowry (in gold) of from twenty to twenty-five thousand (florins). Replies, which must bear the proper name, and, if possible, be accompanied by a photograph as well as proposals, which, in case of not being acceptable, will be at once returned, should be addressed to "Vedereino, 155," at the advertisement office of this paper. Discretion a matter of honor.

The above, by many, would be con-

sidered a real "catch"; but here is another that appeared in the same paper, which should make marriageable men's mouths water:

**A** SUITABLE party is sought in Vienna for a young, highly-educated, and pretty woman of one of the first families, with an immediate dower in money of a million marks and a considerable inheritance later. Gentlemen of the first families, also rich and in good commercial or similar positions, who are disposed to marry, will kindly address in confidence, H. Qu. 3464—


at an advertisement agency. What can cause a lady with such personal and other advantages to turn to the advertisement columns for a husband? one is inclined to ask.

◆◆◆  
**MR. EINSTEIN'S EFFORT.**













*Editor of PRINTERS' INK:*

A copy of your publication fell into my hands recently, and I enjoyed its perusal, although I am not a user of printers' ink nor yet a doctor of publicity. One of your "Ready-made Advertisements" reminds me of an experience of my friend Einstein, the rotund ready-made clothes man, who used some such advertisement to boom his perpetual-motion "Slaughter in Pants."

This is the model that struck his fancy:

	<b>SUITS</b>	
	<b>THAT</b>	
	<b>SUIT!</b>	
	<b>REMEMBER</b>	
	<b>ONE</b>	
	<b>THING,</b>	
	<b>BROWN'S</b>	
	<b>CLOTHES</b>	
	<b>FIT.</b>	

And this is the way he made it talk "pants":

	<b>PANTS</b>	
	<b>THAT</b>	
	<b>PANT!</b>	
	<b>REMEMBER</b>	
	<b>THAT</b>	
	<b>EINSTEIN'S</b>	
	<b>A</b>	
	<b>CLOSE</b>	
	<b>FIT.</b>	

Are ready-made advertisements safe?  
Very truly, F. WINDOLPH.

**SOME LEADING NEWSPAPERS.**

**MASSACHUSETTS.**

**Farm-Poultry**, Boston, monthly; regular circulation 30,711, much larger than any other publication in Massachusetts devoted specially to the live stock interest, or than any other Poultry journal in the United States.

**MISSOURI.**

**MEDICAL BRIEF**, monthly. St. Louis, has a regular issue of 30,473 copies, guaranteed by American Newspaper Directory, a larger circulation than any other medical journal in the world.

**PENNSYLVANIA.**

**Pittsburgh PRESS** has the largest circulation rating of any daily in that city. viz: 40,964

**Displayed Advertisements**

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

**SEATTLE TELEGRAPH**, the leading Democratic daily north of San Francisco.

**STAMPS FOR COLLECTIONS**—Send for lists. E. T. PARKER, Bethlehem, Pa.

**SUPERIOR** Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St. N. Y.

**LADIES' HOME JEWEL**, New Haven, Ct. A High-Class Magazine. Will pay advertisers.

**Household Pilot**, New Haven, Ct. Circulation extends into every State and Territory.

**GERMANIA** Magazine for the study of the German language and literature. For sample copies, rates of advertising, etc., address GERMANIA, Manchester, N. H.

**The Housekeeper**, Minneapolis, Minn. Proof on Application. Pays Advertisers.

**PUBLIC OPINION**, Washington, D. C. Always pays Advertisers.

**PATENTS**, HOPKINS & ATKINS, Washington, D. C. 20 years' experience. Write for information.

**FREE**, Will insert your ad free if we don't prove 30,000 every month. Rate, 10c. a line. Once a Month, Detroit, Mich.

**RAPID ADDRESSING.**

The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address F. D. BELKNAP, Pres't., 314, 316 Broadway, New York City.

**BEST HALF-TONE PORTRAIT**, Single col.

**\$1.50**

CHICAGO PHOTO ENG. CO., 185 Madison.

**A COMPARISON**

During 1892 **THE EVENING POST** contained 377,962 lines more advertising than any other evening paper in New York City, a visible concession to its superior value as an advertising medium.

**WATCHES**

Are the Best **PREMIUMS.**

Address the manufacturers direct.

**THE PHILADELPHIA WATCH CASE CO.,** RIVERSIDE, N. J.

## FRENCH ADS.

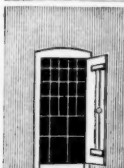
French Advertisements, French Circulars, French Booklets, French Catalogues, French Pamphlets, French Translations from English and German. JOS. FRANCOIS, 1500 Notre-Dame Street, Montreal, Canada.

## PNEUMATIC TUBES

FOR NEWSPAPER OFFICES.

SEND FOR ESTIMATES TO  
**METEOR DESPATCH CO.,**  
28 E. 14th St., New York.  
89 State St., Boston.

The Salem, Mass., News, uses our system.



**VAULTS SUBDIVIDED,  
SAFES FITTED,  
CLOSETS PARTITIONED,  
ROOMS SHELVED,  
WITH  
ACME  
WIRE  
PARTITION  
RACKS.**

**POPE RACK CO.,**  
St. Louis, Mo.

## STUDY LAW AT HOME.

TAKE A COURSE IN THE  
Sprague Correspondence  
School of Law.  
(Incorporated) Send ten  
cents (stamps) for  
particulars to

**J. COTNER, JR., SEC'Y**  
DETROIT, MICH.  
25 Telephone Bldg.



## NEW YORK BRANCH:

26 East 23d Street.

Where will be on  
sale a stock of used  
and unused post-  
age stamps. Ad-  
dress all mail mat-  
ter to Bethlehem,  
Pa.



"Publications That Pay Advertisers."  
(COPYRIGHTED.)

A Book for Advertisers, comprising the names of weekly and monthly publications that give results. Nothing like it has ever before been issued, and it will be found of great value to present and intending advertisers, and an aid to a judicious selection of mediums. Full of valuable information, not to be had elsewhere. Over two hundred cash orders were received from advertisers and others from the first circular sent out. Bound in cloth. Mailed on receipt of price, \$1.00.  
**B. L. CRANS, 10 Spruce St.,**  
(Room No. 4.) New York City.

## Are You a Clubman?

If so, you must know that the enterprising, moneyed men of a community usually belong to one or more clubs. In the Club Catalogue for 1893 are the names of 2,500 clubs, including social, political, literary, dramatic clubs; sporting, athletic, bicycle and kennel clubs; yacht, boat and canoe clubs. In order to bring **PRINTERS' INK** to the notice of this influential and progressive class of men, and with a hope of securing subscriptions and bringing under its weekly instructions the members, counting from a few score to several thousand in each club,

## A SAMPLE COPY

of the issue of JAN. 3, 1894, will be mailed to every one of these addresses. Although this will make a considerable addition to the regular issue of

## Printers' Ink,

the regular advertising rates will prevail. Publishers who are desirous of bringing their mediums before the most substantial class of business men should embrace this opportunity. This edition

**Will Reach Every  
Clubman.**

# THE EVENING JOURNAL,

JERSEY CITY'S  
FAVORITE FAMILY PAPER.  
Circulation, - - - 15,500.  
Advertisers find IT PAYS!

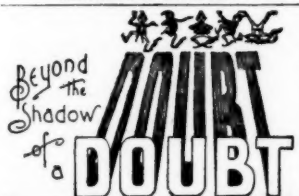
## ADVERTISERS "Keep your eye on

### GODEYS "

because the reading public are getting,  
through us,

"2 for the price of 1,"

which means—"Practically your choice of any  
American Periodical Free."



## AGRICULTURAL ADVERTISING PAYS

### \* ASSOCIATE LIST \*

8—WEEKLIES—8  
Kansas Farmer..... Topeka, Kas.  
Nebraska Farmer..... Lincoln, Neb.  
Iowa Homestead..... Des Moines, Iowa.  
Field and Farm..... Denver, Colo.  
Farmers' Home..... Dayton, Ohio.  
Stock Grower & Far., Las Vegas, N. M.  
Rky. Mt. Husbandman, W. S. E., Mont.  
Hoard's Dairyman, Ft. Atkinson, Wis.

3—SEMI-MONTHLIES—3  
Dakota Farmer..... Huron, S. D.  
N. W. Far. & Breeder, St. Paul, Minn.  
Western Plowman..... Moline, Ill.

1—MONTHLY—1  
Home, Field & Forum, Guthrie, O. T.

### STAR OF ★ THE EAST

National Stockman and Farmer,  
Pittsburgh, Pa.

Write for estimate on your ad. to

FRANK B. WHITE, MANAGER.  
649-51 THE ROOKERY. CHICAGO, ILL.

J. C. BUSH, EASTERN REPRESENTATIVE,  
TIMES BUILDING, NEW YORK, N. Y.

## WANTED,

# Advertising Manager

With knowledge of Papers and Rates.

MUST HAVE

PUSH — IDEAS — SNAP.

Young Man who can Travel Preferred.

A good firm, offering good place to the  
right man.

Applicants must give full name, with all  
particulars. These will be confidential.

Address

"SNAP," care Printers' Ink.

THE Post-Office Department has no-  
tified PRINTERS' INK that it is permis-  
sible, within certain limits, to sell the  
paper to other publishers, for clubbing  
purposes, at a very low cash rate, but  
that if the subscriptions are paid for in  
advertising space at three, four, or even  
eight times as much it will forfeit the  
right of the paper to be carried in the  
mails as second-class matter. PRINT-  
ERS' INK has applied to the Depart-  
ment for information as to where the  
postal law or regulation may be found  
that makes it legal to sell a subscrip-  
tion for 25 cents in cash, and illegal to  
sell the same paper to the same person  
for the same purpose for \$2, payable  
in advertising. In the meantime, cor-  
respondence is solicited with publish-  
ers who wish to obtain subscriptions  
for PRINTERS' INK for clubbing pur-  
poses.

One bottle for fifteen cents, } by mail.  
Twelve bottles for one dollar, }

# R·I·P·A·N·S



Ripans Tabules are the most effective rec-  
ipe ever prescribed by a physician for any  
disorder of the stomach, liver or bowels.

Buy of any druggist anywhere, or send price to

THE RIPANS CHEMICAL COMPANY, 10 SPRUCE ST., NEW YORK.

## NUTSHELL TRUTHS.

**56,821** Post Offices

A Single Edition of COMFORT fills Eleven Mail Cars, goes to fifty-six thousand, eight hundred and twenty-one Post-Offices, and penetrates one million, two hundred twenty-one thousand, eight hundred and thirty-three Homes.

Their Red Letter Day

COMFORT has given us far better returns than any other publication we have used.—Himrod Mfg. Co., Asthma Cure, New York.

COMFORT heads the list.—Marchal & Smith Piano Company, New York.

COMFORT "got right there" last season, as usual.—J. J. Bell, Seedsman, Flowera, N. Y.

COMFORT ranks at the top.—Typewriter Headquarters, New York.

COMFORT paid us nicely, hence we have increased our space.—Rouse, Hazard & Co., Cycles, Peoria, Ill.

Your Red Letter Day

If you have anything useful and practical, from the every-day necessities of life to the labor-lessening, money-saving, comfort-bringing commodities for the household, the garden, the farm, the factory, and the workshop, it will pay you to advertise in COMFORT.

The thrifty multitude scattered throughout the length and breadth of the Union, in city, town, and country—THE MIGHTY MIDDLE CLASSES, who are keenly alive to everything needful for Home, Health, and Happiness, and whose purchases amount to many millions monthly—these are the people who read COMFORT.

Space of agents or of us. The Gannett & Morse Concern, publishers COMFORT. Home office, Augusta, Maine; Boston, 228 Devonshire St.; New York, Tribune Building.

### PUBLISHERS

## MAKE THEIR OWN RATINGS.

Seven years' trial has demonstrated the effectiveness of the plan adopted by the American Newspaper Directory for eliminating the circulation liar.

Every publisher, who believes that it will be for his advantage to have the public made aware of what have been his actual issues for the period of a full year, may accomplish that result at no expense to himself if he takes the trouble to prepare and furnish, for the use of the American Newspaper Directory, a definite statement of the actual number of complete copies printed of each issue for a full year. A publisher who prefers a form of statement more easily prepared may state that, within the full year preceding the date of his report, no issue has consisted of fewer complete copies than the number he sets down. Every true report of either of the two sorts here indicated will be accepted by the publishers of the Directory, and the circulation of the paper will be rated in accordance, and the accuracy of the circulation rating will be guaranteed by the publishers of the Directory by a forfeit of \$100, to be paid to the first person, in each instance, who proves that the Directory has been imposed upon by an untruthful report. In order to avoid taking too great a risk, the publishers of the Directory find it necessary to insist that an acceptable report, the correctness of which is to be guaranteed by them, shall bear on its face the statement that it covers the period of a full year, and shall be signed with a pen by some person whose connection with the paper is stated or apparent. The following is a complete list of the rewards heretofore paid for the discovery of untruthful ratings in the Directory: In 1888, case of Waukegan (Ill.) *Gazette*; in 1889, case of Madison (Wis.) *Skandinavisk Tribune*; in 1891, case of Prospect (Ohio) *Advocate*; in 1892, case of St. Louis (Mo.) *Anseiger des Westens*; case of Atlanta (Ga.) *Dixie Doctor*; case of San Francisco (Cal.) *Morning Call*; in 1893, case of Muskogee (Ind. Ter.) *Our Brother in Red*.

Edition for 1893; 1776 pages. Price, Five Dollars.

GEO. P. ROWELL & CO., Publishers,  
Offices, 10 Spruce Street, New York.



# Common Sense

is what most folks like—common sense, and may be a little homely philosophy.

I try to combine common sense, directness and every-day logic in my writing. It wins.

Circulars pay, if they are the right kind. That's a branch of "business writing." I have been very successful in writing to me about it.

**CHARLES AUSTIN BATES,**

**BUSINESS WRITER,**  
Vanderbilt Bldg., N. Y.

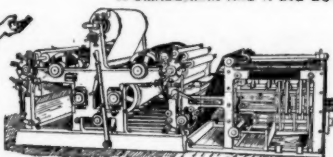
"Ads that sell goods."

## The "New Model" Web.

Campbell Printing Press & Mfg. Co.,  
160 William Street, New York.

"WE CAN RUN IT."

Yours truly,  
**A SMALL MAN AND A BIG BOY.**



**ANYTHING**  
**IN**  
**ADVERTISING**  
**CHAS. K. HAMMITT,**  
**Two-Thirty-One**  
**BROADWAY,**  
**NEW YORK.**



**BEST ADVERTISING FOR CHICAGO.**

PUT UP YOUR NAME ALONG THE WAY

SAY SOMETHING TO THE MILLIONS

COME OUT IN THIS FORCIBLE WAY

AND THEY'LL REMEMBER IT

**MAMMOTH DISPLAYS AT PROMINENT POINTS**

Controlled by **THE R. J. GUNNING COMPANY.**

## What Horace Greeley Meant

BY

**"GO WEST, YOUNG MAN."**

The full meaning of Mr. Greeley's oft-quoted remark was simply to emphasize the fact that opportunity, natural resources, a rich soil, all the conditions that reward labor, thrift and skill, were to be found there in more abundance and under more favorable conditions than in any other part of the United States. The West has been growing so rapidly, and the increase in wealth so large that the means of supplying the wants of the people have never kept pace with its increasing population. The vast emigration to the West is made up of intelligent Germans, Swedes and Norwegians, with a good sprinkling of ambitious and thrifty young merchants from the East.

The Western States have few idlers outside of the large cities. Skilled and agricultural labor of every description is always in demand at good prices; hence there is always a good, healthy market for the manufactured products of the East -- agricultural implements, hardware of every description, farm wagons, mechanics' tools, labor-saving devices, clothing for men and women, boots and shoes, and a hundred and one other articles of necessity and comfort, and a very good demand even for articles of luxury.

Have you anything to sell which you believe is required by the people who live in Ohio, Indiana, Illinois, Wisconsin, Iowa, Nebraska, Michigan, South Dakota, or any other portion of the Great West? If so, we commend to your attention and consideration the 1350 odd newspapers composing our Co-operative Newspaper Union Lists, which are strictly family journals, having the confidence of their readers, and in many cases the only weekly publications for their respective towns and counties.

For catalogue and further information, address

**CHICAGO NEWSPAPER UNION.**

Main Office: Nos. 87 to 93 So. Jefferson St., Chicago.

Eastern Office: No. 10 Spruce St. (2d floor), New York.

COMPETENT TO EXPRESS AN  
OPINION.

MR. S. C. BECKWITH.

Speaking of Geo. P. Rowell & Co.'s American Newspaper Directory, Mr. S. C. Beckwith, the most successful of the New York special agents, says :

"I see it wherever I go.

"Prominent advertisers are constantly consulting it.

"When I approach an advertiser for a paper that I represent, the first thing he does is to spring Rowell on me.

"He hunts up the city and the paper; looks at the rating the Directory gives, and then is ready to listen to me; but not till then.

"The new plan that permits placing an advertisement where an advertiser's eye may see it, at the very time when he is consulting the Directory for the purpose of deciding what pa-

pers to use in a specified State or city, pleases me.

"It has lead me to urge all of my papers strongly to use advertising space in the Directory for 1894.

"An advertisement in such a position cannot be skipped.

"The advertiser sees the advertisement at just the moment when he is most interested in finding out about the particular paper.

"If the advertisement is truthful and its statements well expressed, it cannot fail to do good.

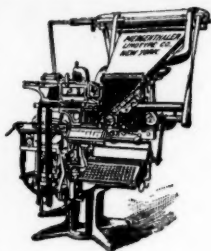
"I have already placed orders for five of my papers, four being for a full page each, and one for a quarter of a page, and every one is in the best position.

"Before the book goes to press I hope to have all of my papers represented in it, and I realize that the sooner the order is in the freer my choice of position will be.

"It was my personal knowledge and experience of the power of the book to be of service to me that has induced me to obtain these orders. I have not been asked to do so. No solicitor has approached me.

"This book has practically obliterated the idea that a newspaper directory is a blackmailing affair. It treats friends and foes all alike; and every publisher may have his circulation stated exactly as it is, if he knows himself and will tell.

"A book rendering such a service to the better class of newspapers deserves to be patronized and protected, aided and encouraged."



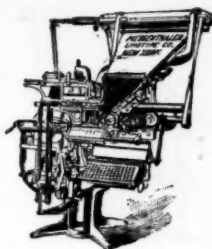
Offices using  
**Mergenthaler Linotypes**  
 in the  
 United States and Canada.

New York Tribune.	Buffalo Express.
New York World.	Buffalo Times.
New York Herald.	Buffalo Enquirer.
New York Times.	Buffalo Commercial.
New York Staats Zeitung.	Buffalo Courier.
New York Morning Journal.	Brooklyn Standard-Union.
New York Recorder.	Concord People and Patriot.
New York Press.	Cleveland Plain Dealer.
New York Journal of Commerce and Commercial Bulletin.	Cleveland Anzeiger.
New York Daily News.	Cheyenne (Wyo.) Sun.
New York Wall Street Journal.	Chattanooga Times.
New York Engineering News.	Chicago Ledger and Blade.
New York Catholic News.	Chicago Daily News.
New York Christian Herald.	Chicago Abendpost.
New Bedford Standard.	Chicago Freie Presse.
New Haven News.	Cincinnati Freie Presse.
Harrisburgh (Penn.) State Printer.	Cincinnati Commercial Gazette.
Harrisburgh Morning Call.	Cincinnati Volksfreund.
Hartford (Conn.) Times.	Colorado Sun.
Hartford (Conn.) Courant.	Columbia (S. C.) State.
Houston Post.	Columbia (S. C.) State Printer.
Indianapolis Sentinel.	Denver Times.
Indianapolis Journal.	Denver, Rocky Mountain News.
Jacksonville (Fla.) Times-Union.	Denver, Smith-Brooks Printing Company.
James O. Clephane, New York.	Detroit Tribune.
Los Angeles (Cal.) Times-Mirror.	Detroit Free Press.
Madison (Wis.) Democrat.	Dallas (Tex.) News.
Macon (Ga.) Telegraph.	Elmira Gazette.
Meriden (Conn.) Republican.	Evansville (Ind.) Journal.
Memphis Scimitar.	Erie (Pa.) Herald.
Memphis Commercial.	Fort Worth Gazette.
Mobile Register.	Galveston News.

***The Mergenthaler Linotype Co.,***

TRIBUNE BUILDING, NEW YORK.

Offices using  
**Mergenthaler Linotypes**  
 in the  
 United States and Canada.



Toronto Globe.  
 Toronto Mail.  
 Hamilton Spectator.  
 Vancouver World.  
 Victoria Times.  
 Montreal Witness.  
 Albany Journal.  
 Albany Century Press.  
 Albany, New York State Printer.  
 Augusta Chronicle.  
 Atlanta Constitution.  
 Astoria (Ore.) Daily Astorian.  
 Ann Arbor (Mich.), Washtenaw  
 Evening Times.  
 Baltimore News.  
 Baltimore, Friedenwald & Co.  
 Binghamton Republican.  
 Boston Post.  
 St. Paul Pioneer Press.  
 St. Paul, West Publishing Co.  
 Syracuse Courier.  
 Syracuse Standard.  
 Syracuse Journal.  
 Salt Lake Tribune.  
 Salt Lake Herald.  
 Tacoma (Wash.) Ledger.  
 Toledo Bee.  
 Toledo Blade.  
 Troy Press.  
 Troy Times.  
 Wheeling (W. Va.) News.  
 Washington (D. C.) Star.  
 Washington (D. C.) Post.

Newark Advertiser.  
 New Orleans Picayune.  
 New Orleans Times-Democrat.  
 New Orleans States.  
 Oil City (Pa.) Derrick.  
 Paterson, New Jersey Flying  
 Post.  
 Providence Telegram.  
 Providence Journal.  
 Philadelphia, North American.  
 Philadelphia Record.  
 Port Huron (Mich.) Commercial  
 Tribune.  
 Peoria Transcript.  
 Rochester Democrat and Chronicle.  
 Rochester Union and Advertiser.  
 Richmond (Va.) Times.  
 Richmond (Va.) Dispatch.  
 Salem (Ore.) Statesman.  
 San Antonio (Tex.) Express.  
 Seattle (Wash.) Telegraph.  
 Springfield (Mass.) Republican.  
 Springfield (Mass.) Union.  
 St. Joseph Daily News.  
 St. Joseph Gazette.  
 St. Joseph Herald.  
 St. Louis Chronicle.  
 St. Louis Star-Sayings.  
 St. Louis Republic.  
 Montgomery Advertiser.  
 Milwaukee Journal.  
 Milwaukee Herald.  
 Minneapolis (Minn.) Tribune.

***The Mergenthaler Linotype Co.,***  
 TRIBUNE BUILDING, NEW YORK.

# Still Growing.

THE SUNDAY RECORDER of yesterday published 82 columns of displayed advertisements—10 columns more than the *World*, and 44 columns more than its next nearest competitor.

In short, THE RECORDER led the metropolitan press again yesterday in this matter of displayed advertising. And to lead in the amount of displayed advertisements is only possible to a paper that leads, in the opinion of the largest retail merchants of the city, as a channel of communication with the shopping and buying classes.

THE RECORDER enjoys that lead because it is the home-reaching newspaper of Greater New York, and the homes are where the shoppers come from.

Only two New York dailies printed a total amount of advertisements at all approaching that which was printed in THE RECORDER. The next nearest journal in the showing—that is, the paper standing No. 4 in the comparative table of total advertising—printed 44 columns less than this journal. Newspaper No. 5 printed 48 columns less. The *Tribune* and the *Times*, bunched together, printed 14 columns less than THE RECORDER alone. Comparisons of this kind might be extended much further, but it would be needlessly cruel.

The newsdealers' orders for THE SUNDAY RECORDER of yesterday, showing the sales of 125,618 copies of it, are printed in their appointed place. These figures show a gain of 1,599 copies in a fortnight.—*New York Recorder*, Monday, Dec. 4, '93.

# GOOD RESULTS VS. "HARD TIMES."

In the face of these "Hard Times" are not the following letters convincing proof of the GOOD RESULTS to be derived from advertising in the

## Agricultural Epitomist

**LIBONIA, Franklin County, Pa., Nov. 22, 1893.**  
MR. E. CHUBB FULLER—DEAR SIR: I keep a careful record of results of my advertising, and would say that if I were to use but a dozen mediums the EPITOMIST would be one of the number. Yours with respect,  
GEO. W. PARK, Seedsman and Florist.

**INDIANAPOLIS, Ind., Nov. 11, 1893.**  
EPITOMIST PUBLISHING CO., City—GENTLEMEN: Your communication of the 20th received and noted. During last spring's advertising we were very careful to keep a correct and accurate account of the returns we received from the different papers in which we had placed advertisements, and we feel as if we had been amply repaid for all we had given the EPITOMIST, as our records show that we received more inquiries mentioning the EPITOMIST than of any other paper. We will be with you again this year. Yours truly,  
THE HUNTINGTON SEED CO., T. V. Page, Sec'y and Treas.

**ERIE, Pa., Nov. 24, 1893.**  
E. CHUBB FULLER, Esq., Indianapolis, Ind.—DEAR SIR: Concerning the EPITOMIST as an advertising medium we beg to say that we consider it one of the best we have ever used. Our returns from your journal have always been satisfactory, and we have good reason to believe that your circulation is not overstated. We have used, during the past three years, nearly all the leading agricultural weekly and monthly journals, and we are happy to state that none of them have given any better results than the EPITOMIST. Yours truly,  
LAKE ERIE MFG. CO., Washing Machines.

**CHICAGO, Nov. 22, 1893.**  
EPITOMIST PUB. CO., Indianapolis, Ind.—GENTLEMEN: Replying to your favor of Nov. 20th: We began to advertise in the year 1886 in most of the papers in the United States, and kept it up until we began to keep a check sheet, checking every one of our orders, so that we knew at the end of each year just how many sawing machines each paper had sold for us. Any paper that did not pay us we threw out, until we have weeded out everything except what we call the cream of newspapers. From the fact that we have included the AGRICULTURAL EPITOMIST in our list we think it unnecessary to say any more regarding its merits. It has always been one of the best papers on our list, and last year it paid us better than ever before. In fact, this last year it was second to no paper for the money it cost us. Respectfully yours,  
FOLDING SAWING MACHINE CO.

**CINCINNATI, Ohio, Nov. 21, 1893.**  
THE EPITOMIST PUBLISHING CO., Indianapolis, Ind.—GENTS: In handing you our full page advertisement for December would say that we have found the EPITOMIST to be one of the best advertising mediums we have ever used. It not only brings inquiries, but results. We have had the pleasure of recommending it to several of our friends lately.  
Yours respectfully,  
THE WILBER H. MURRAY MFG. CO., Buggies and Harness.

**ROCHESTER, N. Y., Nov. 23, 1893.**  
EPITOMIST PUBLISHING CO., Indianapolis, Ind.—DEAR SIR: In reply to yours of the 20th inst. would say: We are advertising in several large magazines and about fifty newspapers. As near as we can judge the EPITOMIST is doing us as good service for the money as any of the others, and better than a very large part of them. We shall hope to be with you next year, with a six months' contract. We also find your paper full of interest, having once been a farmer. I usually take it home from the office and read it over, in preference to most of the papers of the same class that come to my desk. We are yours very truly,  
ROCHESTER RADIATOR CO.

**JANUARY, FEBRUARY AND MARCH,  
150,000 COPIES EACH ISSUE.**

FORMS FOR JANUARY CLOSE DECEMBER 15th.

**Special Editions, 75 cents** per agate line. An order for three or more consecutive insertions will be accepted at the regular rate of 60 cents per agate line.

**EPITOMIST PUBLISHING CO.,**

**INDIANAPOLIS, IND.,**

or responsible Advertising Agents.

# The Long Winter Evenings

IF YOU WISH TO ADVERTISE  
ANYTHING, ANYWHERE, AT  
ANY TIME, WRITE TO THE  
GEO. P. ROWELL ADVERTIS-  
ING CO., 10 SPRUCE ST., N. Y.

GIVE TIME FOR MORE CAREFUL  
READING OF DAILY AND FAMILY  
PAPERS AND AFFORD THE BEST  
OPPORTUNITY FOR THE GENERAL  
ADVERTISER TO INTRODUCE HIM-  
SELF TO THE GREAT ARMY OF  
CONSUMERS.

HOW TO SELL MORE GOODS IS  
NOW THE IMPORTANT QUESTION.

A JUDICIOUS AND LIBERAL PAT-  
RONAGE OF THE BEST ADVERTIS-  
ING MEDIUMS WILL ACCOMPLISH IT

Use  
Them  
To your  
Advantage

"DO NOT HIDE YOUR LIGHT  
UNDER A BUSHEL, BUT RE-  
MEMBER WELL THE POWER  
OF THE PRESS."